

1      **CLAIMS**

2      1. For use with a viewer computing unit having a processor, a program  
3      enhancement listener implemented as computer-executable instructions stored on a  
4      computer-readable medium and executable on the processor to direct the viewer  
5      computing unit to:

6              receive supplemental data sent to a multicast address; and

7              initiate an enhancement action based upon the supplemental data to  
8      enhance a video program as the video program is being played.

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10     2. A program enhancement listener as recited in claim 1, wherein the  
11    enhancement action comprises activation of a hyperlink.

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13     3. A program enhancement listener as recited in claim 1, wherein the  
14    enhancement action comprises launching executable code.

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16     4. A program enhancement listener as recited in claim 1, wherein the  
17    supplemental data is associated with at least one key phrase of a closed captioning  
18    script of the video program.

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20     5. A program enhancement listener as recited in claim 1, further  
21    comprising computer-executable instructions to direct the viewer computing unit  
22    to display the supplemental data concurrently with the primary content.

1       6. A program enhancement listener as recited in claim 1, further  
2 comprising computer-executable instructions to direct the viewer computing unit  
3 to:

4             present the video program within a hypermedia document; and  
5             controlling placement of the video program within the hypermedia  
6 document using the supplemental data.

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8       7. For use with a viewer computing unit having a processor and a  
9 display, a hypermedia document stored on computer-readable medium and  
10 executable on the processor for graphical rendering on the display, the hypermedia  
11 document containing the program enhancement listener as recited in claim 1.

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13       8. A method comprising:  
14             receiving supplemental data sent to a multicast address; and  
15             initiating an enhancement action based upon the supplemental data to  
16 enhance a video program as the video program is being played.

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18       9. A method as recited in claim 8, further comprising associating the  
19 supplemental data with at least one key phrase of a closed captioning script of the  
20 video program.

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22       10. A method as recited in claim 8, wherein the supplemental data  
23 comprises a hyperlink to a target resource, and the initiating comprises activating  
24 the hyperlink to the target resource.

1           **11.** A method as recited in claim 8, wherein the supplemental data  
2 comprises executable code, and the initiating comprises launching the executable  
3 code.

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5           **12.** A method as recited in claim 8, further comprising displaying the  
6 supplemental data concurrently with the primary content.

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8           **13.** A method as recited in claim 8, further comprising:  
9           presenting the video program within a hypermedia document; and  
10           controlling placement of the video program within the hypermedia  
11 document using the supplemental data.

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13           **14.** A computer programmed to perform the method as recited in claim  
14 8.

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16           **15.** A computer-readable media having computer-executable  
17 instructions for performing the steps of the method as recited in claim 8.

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19           **16.** A system comprising:  
20           means for listening to a multicast address for supplemental data; and  
21           means for initiating an enhancement action based upon the supplemental  
22 data to enhance a video program as the video program is being played.

1       **17.** A system comprising as recited in claim 16, wherein the  
2 supplemental data comprises a hyperlink to a target resource, and the initiating  
3 means activates the hyperlink to the target resource.

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5       **18.** A system comprising as recited in claim 16, wherein the  
6 supplemental data comprises executable code, and the initiating means launches  
7 the executable code.

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9       **19.** A system comprising as recited in claim 16, further comprising  
10 means for displaying the supplemental data concurrently with the primary content.

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12       **20.** A system comprising as recited in claim 16, further comprising:  
13           means for presenting the video program within a hypermedia document;  
14 and  
15           means for controlling placement of the video program within the  
16 hypermedia document using the supplemental data.

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18       **21.** A viewing unit comprising:  
19           a key phrase module to identify one or more key phrases from the closed  
20 captioning script and to associate supplemental data to the one or more key  
21 phrases identified from the closed captioning script;  
22           the key phrase module multicasting the enhancement action to a multicast  
23 address;  
24           a program enhancement listener to listen to the multicast address for the  
25 enhancement action and to initiate an enhancement action based upon the

1 supplemental data to enhance a video program as the video program is being  
2 played.

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4 **22.** A viewer unit as recited in claim 21, wherein the program  
5 enhancement listener comprises a control embedded in a container.

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7 **23.** A viewer unit as recited in claim 21, wherein the program  
8 enhancement listener comprises a control embedded in an HTML page.

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10 **24.** A viewer unit as recited in claim 21, wherein the program  
11 enhancement listener comprises a control embedded in an application.

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